

Abstract of the Disclosure

Embodiments of the present invention provide method and apparatus for determining audience affinity and/or aptitude in portions of media works and for developing information that represent measures of the audience affinity and/or aptitude.

- 5 Further embodiments of present invention provide method and apparatus for utilizing the information to create altered media works and/or to present the altered media works to an audience. One embodiment of the present invention is a method for inferring audience affinity or aptitude with regard to content or properties of portions of a media work which includes: (a) presenting the media work to an audience; (b) obtaining user input regarding
- 10 presentation rates for the portions of the media work; (c) correlating content or properties of the portion with the presentation rates; and; (d) associating audience affinity or aptitude with the correlated content or properties.

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